

fashion calendar

File
5/13/57

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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 13, 1957</u>			
Monday May 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of fashions, available at Lord & Taylor. Press contact: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARI (134 WEST 37TH ST.)	HOTEL PLAZA PERSIAN ROOM
Monday May 13 4:00 P.M.	PREVIEW OF FALL EXPORT COLLECTION By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE
Tuesday May 14 10:00 A.M.	PRESS PREVIEW: READY- TO-WEAR BOUTIQUE Showing of Elizabeth Arden's ready-to-wear Summer boutique fashions. By invitation. Publicity: Alan McGeehan, Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday May 14 10:00 A.M.	OPENING OF FALL COLLECTION Showing of skirts and shirts. Publicity: Harriette Reines, LO. 3-7900.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday May 14 12:00 Noon	LUNCHEON PREVIEW: FALL KNITWEAR FASHIONS By invitation. Contact: WI. 7-8130. Publ: Margaret Hodge, PL. 5-7630.	NANETTE CASHMERES, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday May 14 12:00 Noon Luncheon	HOME FASHIONS EDUCATIONAL PROGRAM "Aluminum in Design"--Speaker: Charles Eames, Designer; and display by Tom Lee. Price: \$5.50, members; \$6.50, guests. Contact: TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday May 14 2:30 P.M.	OPENING OF FALL COAT COLLECTION Showing on Tuesdays at 2:30 until June 18. Contact: Tillie Smith, LO. 4-7832.	SPORTLEIGH & WESTCHESTER	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 14 3:00 P.M.	FORECAST FASHION SHOW Showing of 1957 Spring, Summer and Fall forecast clothes, designed and made by Traphagen students. By invitation. Contact: Dorothy Tryoler, CO. 5-2077.	TRAPHAGEN SCHOOL OF DESIGN	MUSEUM - CITY OF N.Y. 5TH AVE. & 104TH ST.
Tuesday May 14 4:30 P.M. Cocktails	PREVIEW OF GIVENCHY BLOUSES Showing of Givenchy blouses and separates in DuPont fibers, <u>promptly at 5:00 P.M. Trade, Wed., May 15 at 4:30 P.M.</u> By invitation. Contacts: Suzanne Woodward, LO. 3-6400, Ext. 303; Trade, Kaye Petersen, Ext. 296.	DUPONT CO.	HOTEL AMBASSADOR BALLROOM
Cancelled May 15	MACY'S PRESS PREVIEW FOR FASHION AND HOME FURNISHINGS EDITORS, ORIGINALLY SCHEDULED FOR WEDNESDAY, MAY 15 AT 9:30 A.M., HAS BEEN CANCELLED.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 15 9:30 A.M.	FALL SPORTSWEAR AND COORDINATES Daily thereafter. Contact: Hope Mathews, LA. 4-2398.	LADY GUILFORD	1384 BROADWAY SHOWROOM - 10TH FLOOR
Wednesday May 15 10:00 A.M.	FALL SPORTSWEAR BY JEANNE CAMPBELL. By invitation. Contact: Bobbie Luxenberg, LO. 5-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 15 12:30 P.M. Luncheon	PREVIEW OF COLLEGE AND FALL COLLECTIONS Sportswear collections designed by Pembroke Squires and Frank Smith. Also, a new line of knitwear from new division, Inverness Knitwear Corp. By invitation only. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 15 1:00 P.M.	OPENING OF CALIFORNIA COLLECTION For press and trade. By invitation. Publicity: Gloria Gelfand, PE. 6-8624.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Wednesday May 15 2:30 P.M.	PRESS PREVIEW: FALL FASHIONS BY GOTHÉ Preview of Gothe cocktail and evening collection. By invitation. Trade showings beginning <u>Tuesday, May 21 at 1:15 P.M. daily.</u> Contact: LO. 5-2727. Publicity: Nona James, MU. 5-4834.	DAVID E. GOTTLIEB	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 15 3:30 P.M.	PRESS PREVIEW OF FALL LINGERIE Showing of nylon tricot lingerie and warm sleepwear. Also highlights from children's collection, and hosiery. Publ: Gertrude Gillespie, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM - MAIN FLOOR
Thursday May 16 9:30 A.M. Breakfast	LEATHER COSTUMES BY BONNIE CASHIN Preview of Fall leather coats, suits and separates, designed by Bonnie Cashin. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS (39 W. 37TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday May 16 12:00 Noon Luncheon	PREVIEW: COLLEGE AND EARLY FALL FASHIONS For press and buyers. By invitation. Continuous trade showings daily thereafter. Contact: BR. 9-2581. Publ: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday May 16 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Fall fashions designed by Walter Gerson. (<u>Note Change of Date.</u>) By invitation. Continuous trade showings, <u>beginning May 20.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday May 16 2:00 P.M.	OPENING OF FALL COLLECTION By invitation. Trade showings beginning Mon., May 20 at 2:00 P.M. (<u>Note Change of Date.</u>) Publ: Vera Bacal-Fredy Schey, 419 E. 57th St., PL. 3-8421.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 16 3:30 P.M.	PRESS PREVIEW OF FALL DRESSES Fall fashions designed by Wilson Folmar. By invitation. <u>Trade showings beginning Mon., May 20 at 10:30 A.M.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 16 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Beginning Mon., May 20, daily showings at 10:30 and 4:00 P.M. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 16 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION (Note <u>Change of Date.</u>) By invitation. Trade opening May 20 at 1:00 P.M. Publicity: Vera Bacal-Fredy Schey, 419 East 57th St., PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday May 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FOUNDATIONS Nettie Rosenstein introduces her line of bras and girdles. By invitation. Publicity: Dorothy Maher, Harshe-Rotman, 50 West 57th St., CI. 5-8687.	NETTIE ROSENSTEIN (145 MADISON AVE.)	PARK LANE HOTEL PETITE SUITE
Friday May 17 10:30 A.M.	FALL FASHIONS BY HELENA BARBIERI Fall cocktail and formal collection. By invitation. <u>Trade beginning Tuesday May 21 at 9:30 A.M.</u> Contact: Dorothea Manning, CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday May 17 10:30 A.M.; 11:30 A.M.	PREVIEW: FALL COLLECTION Leonard Arkin's Fall collection at 10:30 A.M.; Andrew Arkin's 11:30 A.M., followed by noon luncheon. By invitation. <u>Trade showings beginning Monday, May 20.</u> Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 17 12:00 Noon Luncheon	PRESS PREVIEW: FALL FASHIONS Cocktail, dinner and evening dresses. By invitation. <u>Daily trade luncheon showings</u> thereafter at 12:00 Noon. Contact: Jack Sulzer, WI. 7-9472.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday May 17 2:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. <u>Trade showings beginning Tuesday, May 21 at 11:30 A.M.</u> By invitation. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Sunday May 19- May 25	THE NEW YORK ANTIQUES FAIR Hours: 1:00-11:00. Admission: \$1.50 (opening day, \$2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Monday May 20 8:00 A.M. Breakfast	PRESS PREVIEW OF WOOLEN FASHIONS <u>Showing at 8:30 A.M.</u> Daily thereafter, except Mondays from May 21-June 21. Admission by ticket only. Contact: Julie Buddy, LO. 3-5200.	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATIER CAFE ROUGE
Monday May 20-24 8:45 A.M.- 9:30 A.M.	OPENING: FALL SHOE COLLECTION Fall showing for retail fashion coordinators and hosiery stylists. Contact: Stephanie Le Vine, LO. 4-3350.	MADemoiSEILLE SHOES	350 FIFTH AVENUE ROOM 7419
Monday May 20 9:00 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION Showing of Fall coats, suits and costumes, designed by Philippe Tournaye. Contact: Phyllis Youngheart, BR. 9-5796.	MARQUISE COATS & SUITS	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)</u>			
<u>MONDAY, MAY 20</u>			
	Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl), WI. 7-6865
	Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl), LO. 3-0983
	Paul Parnes Corp.	2:30 P.M.	498 7th (10 Fl), CH. 4-4600
	Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl), CH. 4-2655
<u>TUESDAY, MAY 21</u>			
	Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl), CH. 4-1542
	A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 Fl), WI. 7-4077
	Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl), LA. 4-7540
	William Fox, Inc.	1:00 P.M.	530 7th (21 Fl), OX. 5-4070
	Branell	2:30 P.M.	530 7th (27 Fl), PE. 6-6983
	David Levine Co.	2:30 P.M.	530 7th (21 Fl), LA. 4-0237
	Harmay.	4:00 P.M.	498 7th (22 Fl), PE. 6-5547
	Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl), LO. 4-3923
	Grobe Originals, Inc.	Continuous daily	498 7th (16 Fl), BR. 9-8394
<u>WEDNESDAY, MAY 22</u>			
	Junior Sophisticates	1:00 P.M.	498 7th (4 Fl), LO. 4-0462
	Grabois	1:15 P.M.	498 7th (5 Fl), CH. 4-2767
	Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 Fl), CH. 4-1872
	Martin Simon, Inc.	Continuous daily	498 7th (7 Fl), LA. 4-2877
<u>THURSDAY, MAY 23</u>			
	Samuel Winston, Inc.	9:00 A.M. & 4:00 P.M.	530 7th (11 Fl), CH. 4-2617
	Jobere, Inc.	11:45 A.M.	530 7th (30 Fl), PE. 6-1938
	Harvey Berin Ltd.	1:00; thereafter 1:00 & 4:00.	530 7th (7 Fl), PE. 6-0206
	Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00.	498 7th (21 Fl), LO. 5-4115
<u>FRIDAY, MAY 24</u>			
	Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 Fl), LO. 4-1820

Monday PRESS PREVIEW: FALL GEORGE CARMEL, INC. 530 SEVENTH AVENUE
May 20 COAT & SUIT COLLECTION SHOWROOM - 24TH FLOOR
11:30 A.M. George Carmel's Fall coat and suit collection. By invitation only. Trade
showings thereafter at 10:30 A.M. Contact: LA. 4-3310.

Monday PREVIEW OF FALL LA VIGNA, INC.; HOTEL PLAZA
May 20 COAT FASHIONS EINIGER MILLS RENDEZ-VOUS ROOM
12:30 P.M. Showing of Fall coats in fabrics by Einiger and others. Introduction of
Luncheon American Coat Corp., subsidiary of La Vigna. Press by invitation only.
Publicity: Richard Silver at Donald E. Degnan Associates, CO. 5-7734.

Monday PRESS PREVIEW OF BRANELL 530 SEVENTH AVENUE
May 20 FALL COLLECTION SHOWROOM - 27TH FLOOR
2:00 P.M. By invitation. Trade showings beginning Tuesday, May 21 at 2:30 P.M.
Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.

Monday PRESS PREVIEW OF TOWNLEY FROCKS 550 SEVENTH AVENUE
May 20 FALL COLLECTION (CLAIRE McCARDELL) SHOWROOM - 2ND FLOOR
3:30 P.M. By invitation. Daily thereafter at 2:30 P.M. Contact: LO. 4-2155.

Monday OPENING OF FALL M. NADLER & CO. 530 SEVENTH AVENUE
May 20 DRESS COLLECTION PENTHOUSE
3:30 P.M. Wayne Fuller will present his Fall collection in "Elita", fur-and-wool
Cocktails Einiger fabric. For press and buyers, by invitation. Daily showings from
Tuesday, May 21 at 10:00 A.M. Contact: M. Nadler, LO. 3-7648.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 20 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION Showing of Fall skirts and separates. For press and trade, by invitation. Continuous daily thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 20 4:00 P.M.	ANNUAL COTTON FASHION AWARD The Fifth Annual Cotton Fashion Award will be presented by Mayor Wagner at Gracie Mansion. Showing of fashions by leading designers, <u>promptly at 4:15 P.M.</u> Attendance by invitation. Publicity: Eleanor Lambert, MU.8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Monday May 20 5:00 P.M.	PREVIEW: FALL COUTURE COLLECTION By invitation. <u>Trade at 10:30 A.M., May 21, 22, 23, 24.</u> Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 20- May 25	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now". Contact: BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, MAY 20</u>			
Zoltan-Rosenberg Co.	2:30 P.M.	550 7th (22 Fl),	LA. 4-6691
<u>TUESDAY, MAY 21</u>			
Kane-Weill.	10:30 A.M.	498 7th (22 Fl),	LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl),	LA. 4-9724
<u>WEDNESDAY, MAY 22</u>			
Davidow, Inc.	10:30 A.M.	550 7th (21 Fl),	PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7th (24 Fl),	LA. 4-2577

Tuesday May 21 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS Samuel Robert's leather coats, dresses, jackets and ensembles. By invitation only. Continuous trade showings thereafter in showroom. Publicity: Joan Idestrom, at Alan W. Bell Co., Inc., 437 Fifth Ave., MU. 4-1594.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Tuesday May 21 9:00 A.M. Breakfast	BACK-TO-SCHOOL FASHION CLINIC "Subteen Fashion Rush"--trends of the new season. Admission by ticket only, for trade, press and merchandisers. Publicity: Pat de Sernia, MU. 2-2505.	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
Tuesday May 21 10:00 A.M.	OPENING OF FALL DRESS COLLECTION Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.	MAX LAWRENCE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Fall collection at 10:30 A.M. <u>Trade at 2:30 P.M., May 22, 23, 28, June 4.</u> By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Tuesday May 21 10:30 A.M.	OPENING OF FALL COLLECTION By invitation and appointment only. Publ: Constance Hope, PL. 7-0515.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 10:30 A.M.	OPENING: FALL COLLECTION Designed by Marie Ravel. Also introducing Wiley Petites, designed by Alan Phillips. <u>Thereafter at 10:30 A.M.</u> Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 21 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Preview of the Seymour Fox Fall coat and suit collection. By invitation. <u>Trade showings at 10:00 A.M., May 22, 28, June 4, 5, 11.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 21 12:00 Noon Luncheon	HOME FURNISHINGS AND LINGERIE LUNCHEON "Design For Intimate Living"--Room settings by leading designers, coordinated with new Fall lingerie fashions. (Note <u>Change of Date.</u>) Commentator: Jane Trahey, Kayser. Co-Chairmen: Gertrude Brooks Dixon, "American Home"; Barbara Lewis, Fox-Lewis Publicity. Prices \$7.50, members; \$8.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	SHERATON-ASTOR HOTEL BALLROOM
Tuesday May 21 12:00 Noon	FALL DRESS COLLECTION AT LUNCHEON By invitation. Daily showings at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 21 12:00 Noon	OPENING: FALL DRESS COLLECTION Fall dress collection for press and resident buyers. By appointment. Contact George Zukor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 21 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Designed by Nancy Tracey. Daily thereafter at 1:00 P.M. Publicity: Vera Bacal-Fredy Schey, 419 East 57th St., PL. 3-8421.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday May 21 1:00 P.M.	OPENING: FALL DRESS COLLECTION Showing of Fall collection, designed by John Moore, Tuesday, Wednesday and Thursday at 1:00 P.M. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 21 1:15 P.M.	OPENING OF FALL COLLECTION Showings at 1:15 P.M. daily. Contact: LO. 5-6453. Publicity: Barbara Yarosh - Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 21 2:00 P.M.	OPENING: FALL COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 21 2:30 P.M.	OPENING OF FALL COLLECTION Daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 21 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. Publicity: Vera Bacal-Fredy Schey, 419 E. 57th, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 21 2:30 P.M.	PREVIEW OF FALL SUIT COLLECTION Fall suit collection, designed by Stefan. By invitation. <u>Trade from Tuesday, May 28.</u> Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK; BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 21 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Fall dresses designed by Bill Blass. By invitation. Thereafter Wed., May 22 - 23 at 2:30 P.M. Contact: Adele Young, CH. 4-3966.	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 21 4:00 P.M.	25TH ANNIVERSARY COLLECTION Sylvan Rich's Fall collection. By invitation. <u>Trade showings</u> thereafter daily at 10:30 A.M. Contact: Jerome Silverman, LO. 4-0616.	SYLVAN RICH (MARTINI DESIGNED)	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 21 4:00 P.M.	OPENING: FALL COLLECTION DRESSES, SUITS, COSTUMES By invitation. Thereafter at 4:00 P.M. Publicity: Pauline Greene-Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 21 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview for press and resident buyers. By invitation only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 21 5:00 P.M. Cocktails	CEIL CHAPMAN FALL PRESS PREVIEW By invitation only. <u>Trade showings beginning Wednesday, May 22 at 2:30 P.M.</u> Contact: LA. 4-5800. Publicity: Eleanor Lambert, MU. 8-2130.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 21 5:00 P.M.- 8:00 P.M.	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN (681 FIFTH AVENUE)	HOTEL ST. REGIS ROOF
Beginning Tuesday May 21	OPENING OF FALL DRESS COLLECTION Continuous showings of day, afternoon, cocktail dresses for Fall. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION Showing by invitation and appointment only. (<u>Note Change of Date.</u>) Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 22 10:30 A.M.	OPENING: FALL COATS AND SUITS Preview of Arthur Jablow's Fall collection of coats and suits. <u>Daily showings thereafter</u> at 10:30 A.M. By invitation. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 22 10:30 A.M.	FALL LEATHER FASHIONS BY JOHN WEITZ By invitation. Contact: WI. 7-4407.	MALLORY SUEDES	1410 BROADWAY SHOWROOM - 25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Daily at 1:00 P.M. By appointment. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 22 2:30 P.M.	JUNIORS & PETITES-- FALL COLLECTION Showing at 2:30 P.M. on May 22, 23, 27, 28, June 3-6. By reservation. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday May 22 3:30 P.M.	PREVIEW OF FALL COAT COLLECTION For press and buyers, by invitation. Publicity: Helene Towers, MU. 3-6955.	COUNTRY TWEEDS	250 WEST 39TH STREET SHOWROOM - 7TH FLOOR
Wednesday May 22 4:00 P.M. Cocktails	PREVIEW: FALL FASHIONS Preview of sportswear and dresses. For press and buyers, by invitation. Thereafter in showroom. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Wednesday May 22 4:00 P.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Contact: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday May 22 4:00 P.M. Cocktails	PREVIEW OF FALL TEEN-AGE DRESSES "Debut of a Dream"--Kate Greenaway dresses for teen-agers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.	L. WOHL & CO. (1333 BROADWAY)	27 EAST 37TH STREET 2ND FLOOR
Thursday May 23 8:45 A.M. Breakfast	OUTERWEAR FASHIONS FOR CHILDREN AND TEENS Staging: Steve Radow. By invitation. Contact: Patricia Sullivan, LO. 5-1160. Publicity: Lee Ballard, Princeton Knitting, 450 Seventh Ave., OX. 5-0730.	MORTON KARTEN, INC. (520 EIGHTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Thursday May 23-24 9:00 A.M.; 4:00 P.M.	PREVIEWS OF FALL COLLECTIONS Fall collection designed by Roxane, and a group designed by Cecil Beaton. <u>Daily showings thereafter</u> at 4:00 P.M. Publ.: Eleanor Lambert, MU. 8-2130.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 23 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS Showing of jackets, suits and coats; also first showing of men's leather garments. By invitation. Contact: Mike Salzman, OX. 5-1840.	ALBERT ALFUS (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Thursday May 23 9:30 A.M. Coffee	PRESS PREVIEW OF TRAVEL FASHIONS "The Family Takes a Trip"--fashions for all members, in fabrics that pack easily. By invitation only. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Thereafter at 10:30 A.M. Contact: Lou Lesseck, BR. 9-2680.	THE DATE LINE (MURRAY HAMBURGER & CO)	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 23 12:30 P.M. Luncheon	TRICOSA OF PARIS FALL COLLECTION Fall and Winter fashions of knit separates, daytime and evening dresses. For press and buyers, by invitation. Publ.: Sue Gardner, LA. 4-6948. -8-	FEDER FASHIONS (1410 BROADWAY)	HOTEL SHERATON-ASTOR CORAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 23 1:00 P.M.	PREVIEW OF FALL FASHIONS For press and N.Y. buyers, by invitation, <u>Thereafter</u> , May 28, 29, June 4-6, 11-13 at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.	RICHARD J. COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 23 1:15 P.M.	OPENING OF FALL COLLECTION Sylvan Kaplan's Fall dresses and ensembles. <u>Thereafter</u> at 1:15 and 4:00. Contact: Genevieve Cawley, LO. 5-4115. Publ.: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 23 2:30 P.M.	OPENING OF DRESS COLLECTION Clare Potter's Fall dresses will be shown at 2:30 P.M. May 23, 24, 27, 28, 29; June 3 through 7. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday May 23 3:30 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Fall separates and dresses designed by Ruben Torres. By invitation. Continuous thereafter. Contact: Carol Bierrie, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Thursday May 23 4:00 P.M.	PRESS PREVIEW OF AUTUMN COLLECTION By invitation only. Showings 12:00 Noon, June 4-7. <u>Thereafter</u> Tuesdays, Wednesday, Thursdays until June 27. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Friday May 24 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION <u>Showings thereafter</u> : Tuesday, May 28; June 4 and 6 at 10:15 A.M. By invitation only. Contact: Helen Boyd, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 27 12:00 Noon Luncheon	OPENING: FALL COAT AND SUIT COLLECTION "Things Look Good For Fall"--showing at 12:00 Noon daily thereafter, followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday May 27 12:00 Noon Luncheon	PREVIEW: FALL CORDUROY FASHIONS Luncheon showing of Fall corduroy fashions. By invitation only. Publicity: Jane Wyatt, LO. 5-4600.	CONE MILLS, INC. (1440 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Monday May 27 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented at 2:30 P.M., May 27, 28, 29, June 4, 5, and 6 at 2:30 P.M. Also June 7 at 10:30 A.M. By appointment only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 27 2:30 P.M.	OPENING OF FALL DRESSES & SEPARATES Daily thereafter. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday May 27 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of Fall dresses and costumes, designed by Luis Estevez. By invitation. <u>Trade showings thereafter</u> at 12:00 Noon in showroom. Contact: Elizabeth Harris, LO. 4-5820. Publ.: Eleanor Lambert: MU. 8-2130.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 27 7:00 P.M. Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS Second Annual Awards honoring nominees and winners of the 1957 American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville or Sheila Driggs, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS ROOF AND PENTHOUSE
Tuesday May 28 9:00 A.M. Breakfast	PREVIEW: EXPANDABLE WARDROBE FASHIONS "Travel Well"--an initial showing of coats, suits and dresses, designed by Jeri Holmes. For buying offices only. By invitation. Contact: Lillian Zmania, OX. 7-0811.	JANTZEN, INC. (261 MADISON AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 28 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Fall daytime dresses; also tailored coats and suits. Daily at 10:30 and 2:30. Contact: Dick Collen, BR. 9-9897.	RUFFOLO BROS., INC.	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers. By invitation. <u>Trade showings from Tues., June 4 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 28 12:00 Noon Box Lunch	PREVIEW FOR PRESS AND BUYERS The Fall dress collection, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 28 2:00 P.M.	PREVIEW: FALL COAT & SUIT COLLECTION For press and buying offices, by invitation. Trade, beginning June 4 at 10:30 A.M. Contact: Edward Millstein, WI. 7-2770.	DAN MILLSTEIN, INC.	205 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Tuesday May 28 3:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. Trade, June 4. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY CORP.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday May 28 4:00 P.M.	PREVIEW OF FALL JUNIOR DRESSES By invitation only. Contact: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 28 4:45 P.M.	PREVIEW OF FALL "AFTER-FIVE" COLLECTION By invitation. Contact: Maxwell-Gray, PL. 3-5556.	SCAASI	HOTEL PLAZA STATE SUITE
Monday June 3 10:00 A.M.; 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. <u>June 3-5 at 10:00 and 2:00. June 6 at 10:00. June 10-12 at 10:00, 2:00 and 3:30. June 13 at 10:00 and 2:00.</u> Contact: Kay Keniry, MU. 3-1194. Publicity: Marian Sherwood, MU.3-1194.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE FALL COLLECTION Sportsmaker will preview Brigance's Fall collection of dresses, blouses and at-home clothes. By invitation. <u>Trade showings from Wed., June 5 at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

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Monday June 3 3:30 P.M.	PREVIEW OF FALL COLLECTION For press and buying offices, by invitation. Trade at 11:30 thereafter. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 3 4:00 P.M. Cocktails	PREVIEW AT COCKTAIL PARTY "Young Viewpoint Fashions"--annual fashion show to introduce their Fall collection. By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Beginning Monday June 3	OPENING: FALL COUTURE COLLECTION Mary Black will present her afternoon, cocktail and evening dresses. Contact: Anne Towne, PL. 8-2014.	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Monday June 3	OPENING: FALL COAT COLLECTION Showing of Fall coats. Continuous thereafter. Contact: Alan Baron, PE. 6-8867.	HENRY FRIEDRICKS, "BRITTANY"	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 3	OPENING: FALL-WINTER JEWELRY COLLECTION Fashion jewelry and boutique gift collection. For press and trade. By appointment. Contact: MU. 5-7390. Publ.: Gina di Grandi Assoc., PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 3- June 21	"BACK TO BUSINESS" CAPSULE CLINIC Preview of Fall '57 ready-to-wear and accessories, from Charm's August-September issues. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings. By appointment. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
Tuesday June 4 10:00 A.M.	OPENING: FALL COCKTAIL AND FORMAL COLLECTION Continuous showings daily thereafter. Contact: Zara Ossam, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 4 11:30 A.M. Luncheon	OPENING: DRESSY FALL FASHIONS Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30. Contact: Sylvan Fox, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 4 12:00 Noon Luncheon	OPENING OF FALL JUNIOR COLLECTION Trade showings at 12:30 P.M. daily except Friday, through June 13. By invitation. Contact: Audrey Waymouth, OX. 5-3150.	IANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 4 12:00 Noon	OPENING OF FALL COLLECTION "Clothes For You"--designed by Madeleine Fauth. Daily thereafter through June 13th, at 12:00 Noon. Contact: Isabelle Crawford, BR. 9-7700.	MADELEINE FAUTH	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday June 4 2:30 P.M.	FALL SEPARATES, DRESSES, SPORTSWEAR Daily at 11:30 A.M. and 2:30 P.M. By invitation. Contact: LO. 5-7514.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR